

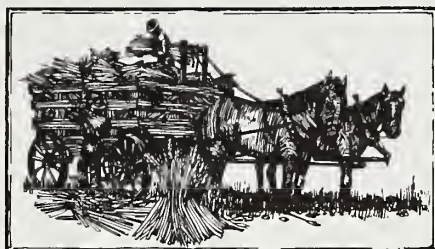
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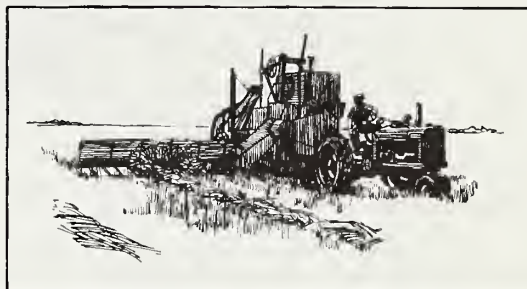
EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * JULY 1966



..things are changing



The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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Secretary of Agriculture

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EXTENSION SERVICE

REVIEW

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EDITORIAL

Things Change!

For at least the first half or two-thirds of the life of Extension, educational activities reflected the philosophy of "grow two blades of grass where one grows." New developments in the science of agriculture made it possible to grow four blades of grass where the two were growing. A second bit of philosophy was also apparent throughout this period—diversify the farm operation. Farmers were advised "not to put all their eggs in one basket."

In the decade of the 50's, things began to change. Specialization was the "thing to do." The farm business took on more characteristics of other businesses. In some circles, the idea that farming was "a way of life" gave way to the idea that "farming was really a business."

Also, it was soon discovered that solutions to many problems of farmers must be solved somewhere off the farm. This required changes in Extension philosophy, changes in farmers' attitudes as to what Extension responsibilities were, a change in programs, and finally new and additional clientele.

The articles in this issue reflect other changes: new and more effective publications, leadership training for community action, and new areas of emphasis such as recreation and efforts to seek out and help the very low-income people.

Yes, things are changing!—WJW



Oklahoma Extension staff displays "Fact Sheet" publications. Left to right are: Errol Hunter, assistant director; Charles N. Voyles, editor; and J. C. Evans, director.

Publications Go Modern

by
Charles N. Voyles

Publications are one of Extension's oldest and most used educational tools. They have served well, but a modern twist to an old technique may add new zest and effectiveness to Extension programs.

The entire Oklahoma Extension Service just recently received a lift by a fairly new and, as yet, little used publications system. Oklahomans did not originate the idea. At least three other states, possibly more, are using the system.

Dr. J. C. Evans, Oklahoma Extension Director, started the system in Maryland some 15 years ago. He later was instrumental in getting the system underway in Michigan and Missouri.

The new approach is called the "Fact Sheet" system. Fact sheets are 8½ x 11 inches in size, either two or four pages in length and punched to fit in a three-ring loose-leaf notebook.

The notebook is an essential part of the system. An especially designed notebook is provided with the service to county agents, farm editors, and other agricultural leaders. Fact sheets are numbered and cross indexed for easy reference.

Individual fact sheets are sent to county agents in quantity and are handed out and used as any other publication. If a farmer or businessman chooses, he may purchase a "fact sheet service." This entitles him to a notebook and a monthly mailing of fact sheets.

Fact sheets appear to have many advantages. They are like a modern army equipped to fight a modern war—flexible and hard hitting. They can get to the point of "attack" quickly and effectively. County agents use them in a dual role.

First, they are a "gold mine" full of the latest facts on a number of subjects arranged for easy and quick reference.

Second, fact sheets are handed or mailed to people seeking information. The specialist doing the writing breaks his subject into short, concise parts. If he chooses, he can finish one part and send it to the editor while he completes the second, etc.

Editors find fact sheets quick and easy to produce, easy to revise, and inexpensive. Newspaper farm editors and agricultural leaders in Oklahoma

have been highly complimentary of the system.

The patron himself holds the answer to the ultimate question. Are fact sheets better than the old system? That question has to be answered and it will in time. Until proved otherwise, fact sheets appear to be a real boon to Extension work in Oklahoma.

Notebooks filled with fact sheets have been sent to county agents, vocational agriculture teachers, soil conservation workers, Farmers Home Administration offices, and a number of prominent agricultural and business leaders. Aside from their primary purpose of providing information, fact sheets seem to have had an image-building public relations effect in Oklahoma.

The fact sheet system will not solve all the problems, but until something better comes along, most States could benefit by taking a good look at this system.

If attempted, the fact sheet system must be undertaken as an Extension-wide program. It must be understood by agents, specialists, and editors. Above all, it must have administrative backing and leadership. □



Students look on as Mrs. Dorothy Jones, Nevada Extension home economist for Indian programs, demonstrates procedures in food preparation.

Extension

Home Health Aide Training

... improves prospects for a better life among American Indians on Nevada reservations

by
Larry M. Kirk*

Home economists with the Nevada Cooperative Extension Service have moved to meet some of the graver needs of low-income Indian families through training of home health aides.

Lack of competent help for families on Indian reservations in times of emergencies has led to a chaotic family life, and inadequate nutrition is a perennial problem among many of the families. Families often have found it necessary to commit old and ailing members to nursing homes which they could ill afford.

Training courses for home health aides have been conducted for Indian women of three Nevada Reservations—Nixon, Shurz, and Dresslerville—and in Alpine County (California). Courses for the former two were conducted on the reservations. Women from the latter two attended a joint class in Douglas County (Nevada).

Sessions at Nixon and Shurz emphasized: 1. training for household

**Information specialist, Nevada Cooperative Extension Service*

help in times of crisis; 2. and, to qualify the students for useful part time work.

Training at Minden was designed primarily to teach the students skills and principles that would help them to give better care and nutrition for their own families.

Basically the courses helped the aides to understand what they are to do—to know their own limitations—and to know the difference between working in their own home and working under supervision in someone else's home.

Other course fundamentals included ways the aides could strengthen their personal qualities; increase tolerance and understanding of human shortcomings; and increase their resourcefulness.

Specific program objectives were:

1. to carry out directions given by the responsible member of the family;
2. to help maintain family routine and activities in times of crisis;
3. to help family members adjust to

abnormal situations; 4. to give children a sense of security through sympathetic understanding; 5. to assist family members in the preparation of simple nutritious meals; 6. to help do necessary laundry work; 7. and to keep the home clean and orderly.

Organization was carried out by Extension workers. Personnel of the Bureau of Indian Affairs and Public Health and Public Welfare Department assisted in enrolling students for the Nixon and Shurz courses. The Tribal Council of the Dresslerville Indian Colony, the Carson Valley Area Development Committee, and the Alpine County Health Nurse encouraged students to enroll in the course held in Douglas County.

At first there was some apprehension among organizers about holding the course at the Douglas County Extension office. But Mrs. Mabel Edmundson, Extension home economist, reported that reluctance to attend disappeared after the first two or three sessions.

Each of the 12 five-hour sessions included training in some aspects of assisting the family in emergencies, preparation of food, nutrition, and housekeeping.

Extension home economists Edmundson and Dorothy Jones gave demonstrations in food preparation, and instruction in nutrition and housekeeping. The food prepared in the demonstrations was served to the students for lunch since the sessions began at 10 a.m. and ended at 3 p.m.

Resource people outside Extension with specialized knowledge in the other subjects took part in the training.

George Romance, a public health clinical social worker at Shurz, presented the session on "Working With People." This included basic human needs and desires and characteristic behavior when these needs are not met.

He also discussed differences in customs and practices among families including use of family resources and cultural differences. He stressed the need for students to accept family patterns different from their own.

Ruth Ludel, local nurse, was guest speaker for the session on "Prenatal Care"—how to have a healthy baby and keep it healthy. She emphasized the importance of routine physical needs of the expectant mother, proper feeding, bathing, and tender loving care given the child.

Understanding the elderly and meeting their basic needs was taught by June Barrett, Alpine County social welfare worker. The instruction included characteristics of the aging process, today's life expectancy, and preparation for aging.

She listed aide responsibilities as including control of physical factors, taking safety precautions, and meeting nutritional needs. Recognizing mental deterioration, the aide would try to meet emotional needs of the elderly person.

"Helping the aged keep alive and

maintain a feeling of being needed as long as they live is an important task of anyone caring for them," Mrs. Barrett told the group.

Dr. James Harrells, Shurz public health service with Indians, presented the "Concept of Home Care Team." He gave practical examples of services to the sick person by the home health aide.

He discussed the normal process of body functions so that the aide would have a better understanding of what to expect and when to inform the doctor of unusual functions.

Randy Slater, of the Douglas County Sheriff's Office, took the lead in sessions on first aid and emergency treatment. To backstop oral presentation, he used Civil Defense films.

Jack Steele, Nevada Employment Service, discussed employment possibilities and how to use the local employment office.

Not enough time has elapsed for a complete evaluation of effectiveness

of the courses, the home economists say. But some results are already apparent.

Eight of the students at Shurz and 13 at Nixon have either found employment or are applying the things they learned in their homes.

Eighteen of the 24 enrolled in the Douglas County course received certificates of completion. The average attendance for each weekly session was more than 16.

The Dresslerville Tribal Council has requested Extension to organize and conduct a home health aide course for Indians at Yerington, in Lyon County.

Extension has also been asked to develop a curriculum for teaching home health aides for the Medicare program. Extension home economists have also agreed to serve as instructors for the nutrition, food preparation, and housekeeping portion of the curriculum. These three items make up more than one-half of the total course. □

Filmstrips are used here to teach principles of nutrition at conclusion of the food preparation demonstration.



Extension Education +

Food Programs ==

Better Living

By

Mildred S. Bradsher
*Associate professor, food and nutrition,
and Extension specialist, food and nutrition,
University of Missouri*



An aide teaches preparation of cornmeal mix for breads and other uses.

Missouri Extension home economists are teaching better nutrition and food service using government donated foods and food stamps.

Presently 96,160 families in 30 counties receive donated food each month. Food stamps are available in the city of St. Louis and are used by 5,135 families.

Acceptance of donated foods had been poor. Families didn't like the salty taste of the meat, nor the yellow cornmeal and non-fat dry milk. Repeated stories were told of foods being burned, thrown away, or stored in pantries and sheds.

Many women were unable to follow printed instructions on containers and they lacked cooking and meal planning skills.

Special Program Needed

Families were not being reached by existing Extension Programs. The situation emphasized the need for an educational program designed for this specific audience.

It was recognized early that personal contacts were necessary to gain rapport with homemakers and families. This was too time consuming for the existing number of home econ-

omists. With only three Extension home economists in Kansas City with a population of 1 million and three in St. Louis with 2 million, new techniques other than direct contact with families were needed.

A Small Beginning

A series of foods classes was conducted with mothers receiving Aid for Dependent Children in Pemiscot County in 1963. Approximately 3,000 families in this rural county received donated foods.

Commodity foods received special attention. Mixes for bread, cornmeal, and pudding were included. Leftover mix was packaged and given as door prizes. They tasted broccoli for the first time—learned to set a pretty table and that food makes a difference in how people look and feel.

The Extension home economists, food specialist, and welfare case workers visited families to become acquainted and encourage attendance. Case workers followed-up with reminder letters each week.

Other Programs Added

With stories of success other programs were started. In most of the

30 counties distributing the food, Extension home economists are supplying information for its use. Some hold classes, others hand out or mail printed information, use educational displays, or radio broadcasts.

In Springfield, a city of 80,000 population, a series of five television programs on "Using Surplus Commodities" emphasized foods recipients found most difficult to use. These included rolled oats, beans, dry skim milk, rice, and canned meat. Dishes were prepared using donated foods and other foods needed to complete a meal. The idea was to show the commodity food as part of a family food plan.

Displays of prepared foods, recipes, and bulletins at food distribution centers allow families to meet the home economists, to taste good foods prepared from commodities, and to get information.

OEO Helped

When the war on poverty was started, the University of Missouri Extension Division was ready. It received funds to employ members of low-income families to assist home



These happy ladies will soon share a coffee cake made with "Missouri Mix" using donated foods.

economists employed specifically to work with this audience.

On June 1, 1965, a Family Living Leader Aide Program was started in Mississippi County where donated foods were distributed. The program provided for six aides to work under the supervision of a home economist.

More than 230 families were contacted. Most asked for help with foods because of difficulties experienced in preparing meals from donated foods. "This was a starting point for us," said Bonnie Heard, the home economist, "because we could supply a felt need."

Now 11 other counties receiving donated foods have a home economist and leader aides paid with OEO funds that emphasize information on commodity foods.

One month six aides taught 186 homemakers with 1,031 children to reconstitute dry milk, make rolled wheat mix, and peanut butter cookies from the mix.

It is conservatively estimated that 9,500 families receiving donated foods are currently being reached with similar information.

Results

One leader aide said, "There has

been such a change in the attitude of the people in the two months I've worked it amazes me. I've learned a lot from the people too."

One home economist reports, "Besides changing some attitudes about donated foods, the homemakers seem to have more interest in themselves and their surroundings. Leader aides report cleaner houses and neatly dressed homemakers. Some homes are a 'far cry' from the way they looked at the time of the first visits. A number of homemakers whom the aides did not contact were so interested that they contacted the aide. Such responses make our work more gratifying."

Roy Ferguson, State commodity distribution supervisor, wrote, "I have recently completed a trip through southeast Missouri and contacted the Extension home economists whenever possible. I found they are promoting effective utilization of donated foods. We are grateful for the assistance they are giving the food recipients."

"The Leader Aide programs . . . are expanding rapidly. I find them one of the best programs for low-income families."

One district director of commodity

food distribution said that at the April, 1966, distribution, families asked for more dry milk for the first time since the beginning of the commodity food program.

Food Stamps

The Federal Food Stamp Program functions in the city of St. Louis only. Commodity foods are not distributed to residents there. Records showed stamps were being poorly utilized.

A survey revealed one reason for poor utilization was lack of information on how to secure and use them. Extension personnel worked with personnel of Public Welfare and the Food Stamp Center, and 480 food merchants to inform families of advantages of using the stamps and how to obtain them.

Food buying and meal planning were discussed and/or demonstrated at meetings reaching 2,000 people. Radio programs, special bulletins, and talks to professionals explained the values and operations of the program.

Six posters made by home economists to explain how to make application for stamps were duplicated by a large grocery chain and used in their stores in St. Louis and Franklin Counties. These efforts are thought to have contributed significantly to increasing families using stamps from 2,330 in November, 1964, to 5,100 in May, 1966. Authorities believe 26,000 families are eligible to receive stamps. Families now participating pay \$195,500 and receive stamps with buying power of \$346,500.

"Extension workers have a responsibility to aid in extending the knowledge resources of the University to persons who need and desire them," said Dr. Mary Nell Greenwood, director of continuing education for women in Missouri and assistant director of Extension. "By providing information to settlement house workers, visiting nurses, welfare case workers, and tenant relations personnel, the University's resources reach more families." □

Vermonters Build New Industry


... on idled farmland

by

Tom McCormick

Assistant Extension Editor

University of Vermont



At Lake Champagne, in Randolph Center, Vermont, a young mother smiled proudly as her six-year-old boy took the first strokes of his swimming career and hollered for attention. Farther back from the beach, a teenager munched on a hot-dog and watched the pair idly.

Just faces in the crowd. Not really different from the scene at any beach, except that lake and beach, like the bathhouse, were man-made. What had once been surplus farm land was now a private lake, open to the public on a fee basis.

The story, with variations, has been repeated in different parts of Vermont.

A retired electronics worker has converted his rural retreat into a campsite business. A 42-year-old immigrant has piloted a chunk of scrub mountain land into a plush ski chalet development. A married couple with a passion for the outdoors has started a boys' wilderness camp.

And so it goes. Vermont dairying is being concentrated on fewer farms year by year, leaving a land-use and

employment vacuum. Recreation is moving in to fill the gaps, observed and sometimes guided by task force members of a recreation pilot project.

Two years ago the University of Vermont Extension Service and the Federal Extension Service agreed to cooperate in a joint study of this trend. The specialist hoped to come up with some data on consumer preferences as well as financial yardsticks that could be used in feasibility studies.

Obviously, it's just as important to know which enterprises will not pay their way as it is to give a helping hand to the operator who's on the right track. The researchers also hope to learn how to harness change so that Vermont will be able to cater to the needs of the tourist without losing the natural quality which attracts tourists in the first place.

An agricultural economist and a recreation specialist had primary responsibility in Vermont, together with an economist from the federal level. They soon realized the complexities of recreation require the team approach. Members of other disciplines were added.

An inter-agency steering committee with both State and federal repre-

The natural beauty of Vermont's mountains provides a perfect setting for camping and picnic areas.

sentatives, was formed to guide the project. (Eventually these meetings were expanded into full-scale symposia to give education in depth.)

While the vital administrative machinery was being built, contacts were made in the field with budding operators. In return for across-the-board technical assistance, these operators agreed to answer any and all questions about costs, labor, planning, etc., both before and after going into operation.

This gave the project something akin to test-tube conditions in different types of recreation. Additionally, these cooperating enterprises became demonstration centers which could be used educationally to train public employees such as Extension and SCS workers in this relatively new area.

The data received also supplied skeletal bone to support the flesh of theory in the development of teaching materials. To cite just one example, the discovery that 50 campsites is probably a minimal figure for a commercial enterprise, at an average cost of upwards of \$500 per unit clarifies an ex-farmer's thoughts on this subject rather quickly.

It should not be assumed from this, however, that problems can be solved on a computer basis. While gross mistakes can now be prevented much more readily, thanks to the pilot project, the equation of success is much more complex, involving as it does the many facets of the personalities of both the buying and the selling public.

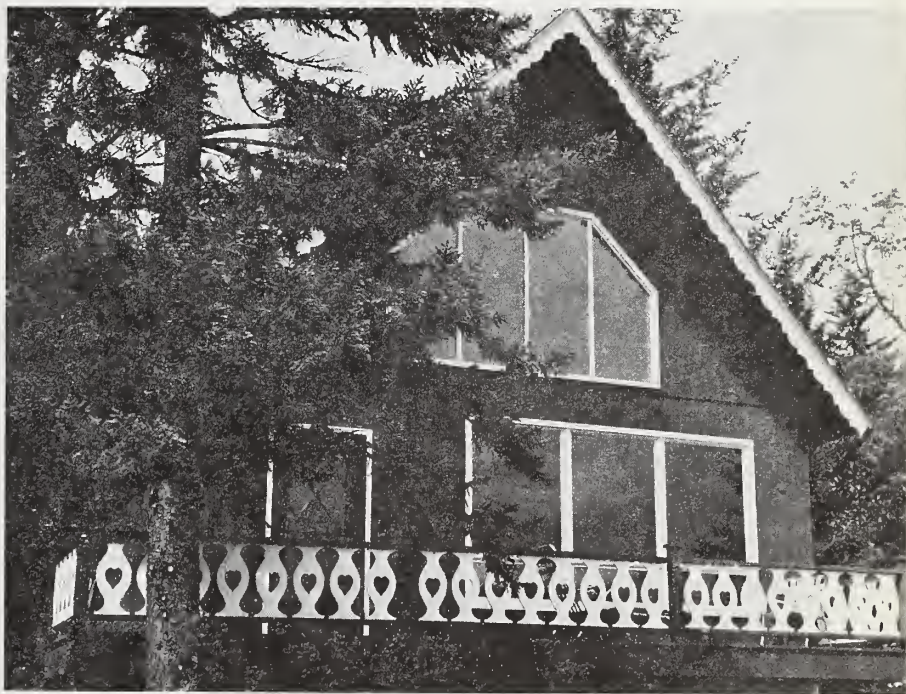
Traffic counts, demand studies, and analysis of facilities can indicate the possibility of success but achievement still depends heavily on the individual operator and the effort he wants to make.

Eventually, it now seems likely, the major contribution of the Vermont pilot project will be in isolating the factors that will have to be checked off to give the individual operator this chance to make it on his own drive. A promising start has been made toward this goal. □



Combine the yearning of city families for open air and cool lakes and you have the ingredients for a growing tourist business. The Vermont Extension recreation project helps both tourists and those wishing to enter the recreation business.

Vermont Extension recreation workers assist both buyers and builders as more people build homes in Vermont's recreation areas.





SRS conducts two surveys each year among farm operators. Enumerators collect data on land use and livestock numbers in the spring. A smaller sample survey, emphasizing livestock, is conducted in the winter.

**As the second century of statistical reporting
on U.S. agriculture gets underway, SRS cites...**

50 Years of Extension Cooperation

Extension Service has been using the numbers of agriculture for more than half the century since 1866 when continuous crop reporting began.

Timely reporting of information on crops, livestock, prices, and farm wages by USDA's Statistical Reporting Service now is entering its second century. The community of agricul-

ture has recognized the value of this information.

This is especially true since the turn of the century when American farm abundance began to make itself felt and as capital requirements for farming and specialization increased.

The Cooperative Extension Service, since it was established in 1914 under

provisions of the Smith-Lever Act, has used SRS information in many ways—helping farmers increase yields, reducing costs of inputs, appraising prices and determining production plans, and helping them find new markets for their products.

The Federal-State Crop Reporting Service regularly reports data on

acres, yields, production, and inventories of crops; inventories of livestock and poultry; production of livestock and poultry products; and prices farmers pay and receive.

Volunteer reporters—some 750,000 farmers and ranchers across the country—form the backbone of this service. Businessmen who service agriculture also help.

The volunteers report raw data to their State statisticians who review and compile data from the individual reports before sending it along to SRS's Crop Reporting Board in Washington, D. C. The Board analyzes this data and prepares and distributes some 715 national and specialized reports each year.

In addition, each State statistician regularly issues local information on crops and farm and ranch conditions. These State reports go to the voluntary reporters, interested operators of farms, and agri-businesses.

Extension workers use SRS reports to help farmers manage more efficiently. They explain to farm operators how best to use the report information in planning long-range operations.

Extension agents cooperate with SRS in other ways. For example, they explain to farm operators about sampling techniques, such as objective yield measurements and enumerative surveys—methods SRS uses to estimate yields. Many Extension agents report local conditions as a basis for the weekly SRS weather reports. Many also aid SRS in the search for crop reporters.

Much of the basic data crop reporters provide are tabulated in SRS's Washington Data Processing Center. Use of the latest electronic data processing equipment and improved sampling and reporting techniques enables SRS to do a faster and increasingly accurate job of issuing reports in a scientific world of agriculture where precision in management decisions means the difference between profit and loss. □



This special meter measures the moisture content of grain. It is used by SRS in the objective yield surveys. Corn, wheat, soybeans, and cotton are in the national program.

The enumerator uses a metal soybean frame to measure portions of scientifically selected fields. The plants are counted several times during the growing season. Often, before the first visit, Extension agents explain the use of these plant counts to farm operators.



Leader Involvement Builds Support

for county Extension programs

by

C. L. Spuller*

A properly organized and well-trained county Extension organization provides a way for local people to have a part in planning programs. It also provides organized representation of local people in Cooperative Extension Service matters, such as personnel and budgets. Both are essential parts of the Extension structure.

The strength of the County Extension program depends on the leadership of local people and their willingness to accept new programs which help to increase their economic opportunities and quality of living.

The county Extension board, elected by the county Extension organization, serves in an advisory capacity in over-all Extension program planning. Its fundamental purpose is to help plan educational programs aimed at solving the problems and meeting needs of people.

Board—Vehicle for Participation

Local people, through the county Extension board, participate in: 1. identifying county goals based on needs of the people; 2. identifying important problems in attaining the goals; 3. analyzing problems; and 4. deciding which problems receive priority.

I have observed an evolution in the county Extension organization and the Extension board in Rush County (Indiana) during the past 23 years. The Extension executive committee, later known as the Extension board,

has been instrumental in developing a complete and well-rounded Extension program in Rush County.

Previous to 1943, the Extension program of Rush County was determined by a few agricultural project committees and the county agricultural agent. The educational phase and the entire Extension program were quite limited in scope as they were dependent on the wishes of a few project committees.

Birth of County Committee

Rush County agricultural, home economics, and 4-H groups were asked to name a representative to serve on a committee to help plan the Extension program in 1944. This was the beginning of the county Extension committee of 20 individuals.

A constitution and by-laws were drawn up. The committee held one meeting a year.

Members discussed briefly the Extension program and elected officers for the coming year. The over-all Extension program began to grow following the start of this organization and as additional project committees and organizations were formed.

The constitution and by-laws of the committee were revised in 1952. It extended membership to representatives of several project committees in agriculture, home economics, and agencies that cooperated with the Extension Service. The membership of the committee then grew to 75.

According to the constitution, the membership elects an executive committee of six individuals each year at the annual meeting. This executive

committee started meeting quarterly to discuss and plan the Extension program.

Involvement Builds Interest

Interest in the county Extension program grew annually. More people were becoming involved in program planning and in seeing that it was carried out. The Executive Committee began meeting monthly in 1955.

These monthly meetings were spent studying the resources of the county and the needs of the people, identifying goals, identifying problems that were standing in the way of attaining the goals, and making a decision on what problems to spend time on.

The executive committee developed nine objectives of the Extension program. This was a beginning of a long-range Extension program for Rush County.

Annually, since 1955, the executive committee, in cooperation with project committees and the Extension agents, has prepared a detailed plan of work based on the long time objectives of the program.

The plan of work included: 1. the objectives around which the program is developed annually; 2. the educational and other activities that are planned; 3. date of the events; 4. what is to be taught; and 5. who is responsible for each activity.

These plans of work are distributed to leaders in the county. The county Extension agents use the plan of work in assisting the people in carrying out their programs.

*Community Development Agent, Purdue University, Rush County Extension agent, 1943-1966

Committee Members Increased

The constitution and by-laws were revised again in 1958 to add more members to the Extension committee. This time, representatives from each township; various urban groups, such as Chamber of Commerce, Junior Chamber of Commerce, and service clubs; other cooperating agencies; and seven additional "members at large" were selected to become members of the committee.

This increased the membership of the Extension committee to 105 individuals representing 85 organizations, groups, or project committees. Each group elects representatives to the committee each year. The Executive Committee was increased from six to nine members.

Annual Meeting—A Major Attraction

Attendance at the all day annual Extension meeting has averaged more than 100 leaders for a number of years. They really look forward to attending the annual meeting.

The annual meeting program consists of: 1. a review of the past year's Extension program by Extension agents and leaders; 2. reports made by leaders pertaining to the progress on approved projects; 3. a review of the coming year's program; 4. deciding on new programs and policies; and 5. usually one educational and inspirational talk made by a resource person.

Volunteer Leader—Key to Success

The Rush County Extension program in recent years has included so many activities that it was impossible for the agents to service the entire program without the assistance of a large number of volunteer leaders. The success of the Rush County program can be credited to the involvement of a large number of people.

The latest addition to the Extension program was the approval and starting of a community development program by the Extension committee. Even though this has been organized for only 1½ years, many worthwhile things have resulted directly or in-

directly from the efforts of the study committee.

The constitution and by-laws of the county Extension committee were again revised in 1965. This time the name of the county executive committee was changed to county Extension board, and the over-all Extension committee changed to the county Extension council.

The membership on the board was increased to 12, to include individuals in fields of endeavor other than just agriculture and home economics. Business, professional, and urban leaders were included in the membership of the board.

Orderly Succession of Board Members

The terms of office of the members of the board are staggered so that no more than four members are elected each year. Membership is limited to two consecutive terms. Members are named by a nominating committee and are elected at the annual meeting.

Advance Planning of Meetings

The monthly meetings of the board have always been busy and interesting. They are planned a year in advance with specific dates and a tentative program for each meeting.

An agenda is prepared for each meeting. It includes a review of activi-

ties and accomplishments of the past month; a report of coming events by the Extension agents; and evaluation of certain phases of the Extension program and business matters.

Other items included in various board meetings are: 1. planning for the annual meeting; 2. naming committees; 3. progress report of various projects; 4. reviewing objectives and evaluating the over-all program; 5. preparing a new plan of work; 6. studying resource problems; and 7. the needs of the people, and similar items.

The Extension agent acts as a trainer or coach in helping the officers of the board. He is really an educator providing information which helps the board in studying the problems and making decisions.

Board Aids Management

The Extension board also names a budget committee. The budget committee prepares and presents the budget for the Extension service annually to the county officials, and assists Purdue University in county staff appointments.

In conclusion, the key to the success of the Extension program and the degree of acceptance by the people in the county is determined by the amount of planning done by local people through the county Extension board. □

County PR Idea

There is a good "story" in the naming of an Extension Advisory Board.

The Taylorsville Times devoted almost an entire page to the Alexander County (North Carolina) Extension Advisory Board. The article included a picture and biographical sketch on each board member. (See photo at right.)

This is a good way to recognize board members for the contributions that they are making to Extension and to their county, the Alexander staff believes. □





There was a set program for the speakers to perform at different times of the day, but they were usually on tap and would talk to any groups that happened to come around.

by Thomas Aldrich,
County Agricultural Extension
Service Director
Ralph Parks, Agricultural Extension
Engineer

14,000 Attend Agricultural Extension Meeting

One can hear a lot these days about the failure of meetings to attract people. There is so much competition with television, athletic events, and recreation trips that people just don't like to attend agricultural Extension meetings, so it is said. The problem could be in the way the meetings are designed.

While there are still some who will doubt it, we in California feel that the attendance at commodity days, Prune Day, Peach Day, Olive Day, and others on the University of California, Davis Campus, has been materially influenced by the showing of equipment. Yet around a college campus you never have the opportunity of expanding an equipment show the way you would like to do it—to have a truly educational meeting built around equipment alone.

A group of farm advisors in the

Sacramento Valley decided to try something different — to star the equipment itself in an educational program so it might attract many visitors that we had never seen at Extension meetings before.

A similar meeting had been held in the Sonoma Valley. The manufacturers who had experienced that meeting were anxious to try even a bigger and better activity in the Sacramento Valley, if the county Agricultural Extension Service staff members would go along with the idea.

The first move was to keep the meeting non-commercial. We had equipment people, and we had university people who had a story to tell and wanted the freedom of a large area in which to tell it. Several meetings were held between the Cooperative Extension Service, machinery industry representatives, orchardists, and Colusa County fair

officials to talk over the details of what might be done.

We decided to pick up a small contribution from each exhibitor to pay for electricity, clean-up, and other expenses. We did not like to ask for these services and return nothing.

These collections were to be turned over to a local banker, and he in turn would pay incidental bills and return what was left to the fair group so they could pay their bills.

The host county Extension farm advisor took the chairmanship of the group. We began parceling out the job of contacting equipment manufacturers and dealers, and writing the publicity people in our radio stations, TV stations, and newspaper offices. Farm and equipment magazines in California helped carry promotion stories.

Colusa is a small town, off the beaten track, and not too many people

knew where it was. But it became almost famous because of the publicity it received in holding this orchard machinery fair.

There were many unavoidable handicaps and questionable areas in the plan.

We hesitated to schedule the fair in January because of the rain pattern for this section of California, but that was the best time to avoid conflicts with other activities. To offset the threat of rain, we decided on a three-day fair with essentially the same program from day to day.

Another handicap was lack of inside meeting places in case of rain. We requested the exhibitors to bring their office trailers and any spare canvas they had in order that it might be thrown up over temporary frames in case it did rain.

The heavy fog was very difficult to cope with in the mornings, but large crowds turned out anyway. Each exhibitor had a return-stack orchard heater for warming up people that came to stand and visit.

We had inside movies and slide shows and cooking demonstrations for the ladies who might not want to look at the equipment.

Fortunately, there were good paved roads and lots of sod over the fair ground. Some of the machinery broke through the rain-soaked sod and, of course, that will have to be repaired before the next fair season. But the fair board was philosophical about the damage done because there were over 200 exhibitors at this orchard machinery fair.

Many visitors remarked about the fact that there was no charge to get in the gate and there was no cotton candy or dancing girls to detract from the show.

In each of five locations there were illustrative charts and demonstration materials for the farm advisors talking on their pet subjects of pruning trees, spraying for insects and weeds, mechanical harvesting of prunes and soft fruits, or proper irrigation of orchard trees.

The show every day was livened with television cameras and radio tapes being made. One radio station set up a trailer on the fair grounds and kept it there for the duration of the fair.

There was a set program for the speakers to perform at different times of the day, but they were usually on tap and would talk to any groups that happened to come around.

Many visitors came from Washington and Oregon. Others reported in from Hawaii and from as far east as New Jersey, claiming they had come this far to see the machinery fair. One radio and TV announcer came in the first day and said he would be there for only the one time. But

later he showed up for both the other days and was quite busy getting interviews with farmers, equipment people, and University people.

A competing county fair group came down with a petition saying they would underwrite the fair if it would come to their county next year. Regrets were expressed by many dealers and equipment suppliers who said they had received an invitation but had not shown because they failed to realize how big the show might become.

Another year and they will be very much interested in this type of show. Other interests, vegetable crop farmers and animal husbandry people, said the fair should be expanded to include them also. □

Just a part of the farm equipment displayed by more than 200 exhibitors participating in the event.



From The Administrator's Desk

On Balancing the Books

An old county agent friend of mine worked quietly behind the scenes, always letting (or perhaps pushing and urging) others forward to take the action, make the decisions, get the credit. No one ever knew just how much he had contributed to the many good works of others, and he didn't tell. When he retired he was lauded beyond his wildest dreams.

We all know and have known such Extension workers. They are the rule rather than the exception.

These folks don't worry about whether the books are balanced—whether the ledger shows that they have received as much as they have given, whether they have received their deserved recognition and reward.

If at the end of any month or year a "trial balance" were struck, such a worker might be "in the red." But it seems almost inevitable that in the long run such people attain a "favorable balance." Sometimes the harder they work at "being in the red," the more they seem to accumulate "in the black."

We have also known those who work to keep the books

constantly in balance—who expect and claim instantaneous credit and reward for their good work—who say "we can't invite the Jones' because we had them here last." These people get their deserved recognition, get invited to the Jones', eventually, and may keep the books "in the black." But generally they seem to operate "in the red" and have great difficulty keeping the books in balance.

A lifetime of these observations leads me to believe that the most certain way to have a "favorable balance" is to concentrate our attentions on making as many entries as possible on the side of the ledger we control and leave the entries on the other side to the Great Bookkeeper.

I believe this applies to us as an Extension organization, too. We must be able to report what we have done—how we have used our time, talents, and public money. We constantly struggle over how to do this best. But let's always give at least full credit to the people for what they have done and be modest about our contribution. I believe the experience of Extension shows that if Extension does all it can to help the people, our future as an organization will be assured.